

Laurie L. Musgrove



Laurie L. Musgrove, Senior Vice President and Managing Director, has been a member of GG+A since 2006. Formerly GG+A's Practice Area Leader for Education, Laurie brings with her more than 30 years of experience leading advancement programs at both public and private universities. Since joining GG+A, she has worked with numerous colleges and universities, academic medical centers, and other nonprofit institutions to build fundraising success in ongoing development efforts and in campaigns.

Laurie has extensive experience in evaluating programs; identifying opportunities and solutions for growth; training staff and volunteers; developing major and principal gifts programs; defining successful donor strategies; developing stewardship programs; and guiding the planning and execution of major campaigns. Her extensive fundraising and consulting experience makes her particularly qualified to understand the distinct culture and opportunities at a wide range of institutions.

Laurie's recent client work includes:

- At **Dartmouth College**, leading a team of GG+A consultants to provide planning and program support as Dartmouth continues to grow its private philanthropic support. Focus of this work includes strategic consulting overall as well as stewardship programming, annual giving support at both the institutional level and among the professional schools as well as enhancements to reporting
- At **Drexel University**, completing a review of current institutional programming and the organizational structure in Advancement and outlining the steps required to significantly increase total annual private support. She is currently leading a team in conducting a feasibility study to provide insight into factors critical to campaign success.
- For the **University of Florida**, completed a study assessing the preparatory steps underway as UF continues planning for its next major effort.
- At **Middlebury College**, she led a team charged with evaluating the productivity, staffing levels and structure, and programming for new institutional and advancement leadership.

Prior to joining GG+A, Laurie served for ten years as Vice President for University Advancement at Bryant University, leading Bryant's first comprehensive campaign and exceeding the goal one year ahead of schedule. Laurie also served as Assistant Vice President for Development and Major Gifts at Villanova University during the \$125 million *The Campaign for Villanova*, managing the major gifts program and associated volunteer structure.

As Associate Vice President and Director of Development for Drexel University, Laurie oversaw the reorganization of the development program in preparation for a campaign. Laurie also held key development positions at The Pennsylvania State University during *The Campaign for Penn State*, including

management of the school-based major gift staff and the Regional Major Gifts Initiative. She also served in several development and administrative leadership positions at the University of Texas at Dallas.

Early in her career, Laurie served in development roles at the Dallas Symphony Orchestra, the Dallas Ballet, the Fort Worth Opera Association, and the University of Missouri-Columbia. Laurie holds a bachelor's degree in music history and literature from Southern Methodist University.

During her tenure at GG+A, Laurie has provided counsel to the following client institutions:

*Albright College
American Heart Association
University of Calgary
California University
of Pennsylvania
University of California,
Los Angeles
Cancer Institute of New Jersey
Foundation
Carnegie Mellon University
College of Charleston
Foundation
University of Chicago
University of Chicago Medical
Center
Children's Hospital of
Philadelphia Foundation
Children's Medical Center,
Dallas
The City University of New York
Clemson University
University of Colorado
Concordia University, Montréal
Cornell University
Dartmouth College
Donald Danforth Plant
Science Center
University of Delaware
DePaul University
Drexel University
Duke University
Duke University Medical Center
The Ellis School
Elon University
Embry-Riddle Aeronautical
University
Emerson College
Emory University
University of Florida
Fordham University
Georgetown University
University of Illinois Foundation
University of Iowa College
of Medicine
The Richard Ivey School
of Business, University
of Western Ontario*

*The Jackson Laboratory
James Madison University
Johns Hopkins University
The LDS Philanthropies,
Brigham Young University
La Salle University
Loyola University New Orleans
Ann & Robert H. Lurie Children's
Hospital of Chicago
Lutheran Social Services
of Illinois
The Madeira School
Memorial Hermann Foundation
McGill University
Mercy Corps
Middlebury College
Missouri Botanical Garden
National Public Radio
University of Nebraska
Foundation
University of New England
New Mexico State University
New York Eye & Ear Infirmary
University of North Carolina
at Chapel Hill
University of Notre Dame
The Ohio State University
Oregon State University
The Pennsylvania State
University
Penn State Milton S. Hershey
Medical Center
University of Pennsylvania
Pennsylvania Horticultural
Society
University of Pittsburgh Alumni
Association
University of Pittsburgh Medical
and Health Sciences
Foundation
Rensselaer Polytechnic Institute
Ripon College
Rush University Medical Center
University of San Diego
Smithsonian National
Zoological Park
University of South Carolina*

*St. Mary's College of Maryland
Saint Joseph's University
St. Paul's School, Maryland
University of St. Thomas,
Houston
Stanford University
Teachers College, Columbia
University
Texas Children's Hospital
The University of Texas Health
Science Center at Houston
University of Texas
Southwestern Medical Center
at Dallas
The University of Texas MD
Anderson Cancer Center
The University of Texas
at El Paso
University of Toronto
Tufts University Medical Center
Vanderbilt University Medical
Center
University of Virginia
Virginia Polytechnic Institute
and State University
Wake Forest University Baptist
Medical Center
Washington University, St. Louis
University of Washington
University of Western Ontario
Wichita State University
and Foundation
Women's College Hospital
Foundation, Toronto*